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The World Health Care Congress MIDDLE EAST

05 - 07 DECEMBER, 2010 • BEACH ROTANA HOTEL • ABU DHABI, UNITED ARAB EMIRATES

GLOBAL BEST PRACTICES TO DELIVER THE BEST IN HEALTH CARE



A Global Event with Unrivalled Educational
Content from **100+ Leaders** in Health Care from **15+ Countries**



UNDER THE PATRONAGE OF:

Crown Prince, H.H. General Sheikh
Mohammed bin Zayed Al Nahyan

هيئة الصحة - أبوظبي
HEALTH AUTHORITY - ABU DHABI



SOVEREIGN PARTNERS:

هيئة أبوظبي للسياحة
ABU DHABI TOURISM AUTHORITY



Network with Senior Leaders to Cultivate Crucial Business Relations



Sultan Al Sedairy, PhD
Executive Director, Research Centre
King Faisal Specialist Hospital and
Research Centre
Riyadh, Kingdom of Saudi Arabia



Zaid Al Siksek
Chief Executive Officer
Health Authority - Abu Dhabi (HAAD)
Abu Dhabi, United Arab Emirates



Michael J. Barber
Vice President, healthymagination
GE
Waukesha, Wisconsin, United States of
America



Honorable Dr. Joseph Cassar
Minister of Health
Malta



Kalipso Chalkidou, MD, PhD
Director
NICE International
London, United Kingdom



Jason Cheah, MD
Chief Executive Officer
Agency for Integrated Care
Singapore



**Professor the Lord Ara Darzi of
Denham, KBE**
Professor of Surgery, Oncology,
Reproductive Biology and Anesthetics
Imperial College London
Former Parliamentary Under-Secretary of
State, Department of Health
United Kingdom



Kurt Newman, MD
Executive Director, Center for Surgical Care
Children's National Medical Center
Washington, District of Columbia,
United States of America



Herbert Pardes, MD
President and CEO
New York-Presbyterian
New York, United States of America



Sangita Reddy
Executive Director
Apollo Hospitals Group
Hyderabad, India



Stephanie L. Reel
Vice Provost for Information Technology and
Chief Information Officer
The Johns Hopkins University
Baltimore, Maryland, United States of
America



Michael Reid
Director General
Queensland Health
Brisbane, Australia



Uwe Reinhardt, PhD
Professor of Economics & Public Affairs
Princeton University
New Jersey, United States of America



Prof. Jianqin Sun
Huadong Hospital, Fudan University
Shanghai, China

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Dear Colleague,

The inaugural **World Health Care Congress Middle East 2010**, co-sponsored by the Health Authority-Abu Dhabi (HAAD) and the Abu Dhabi Tourism Authority (ADTA), will be the most prestigious health care event held this year in the Middle East, convening more than 500 global thought leaders and key decision-makers from all sectors of health care to share global health care innovations, best practices and successful initiatives.

The 2010 Congress will take place from 05-07 December 2010 at the Beach Rotana Hotel in Abu Dhabi, United Arab Emirates. The Congress will feature the top industry influencers, including Health Ministers; leading Government Officials; Hospital and Health Care CEOs, COOs, CFOs, CIOs and Directors; IT, mHealth and eHealth Innovators; Health Care Investors, Venture Capitalist, Financing and Insurance Directors; Health Care Research and Educational Administrators; Public and Population Health Professionals; Pharmaceutical and Medical Device Companies and Health Care Industry Suppliers.

On the sidelines of the congress, a special session will be conducted for businessmen and investors to explore investment opportunities in the health care sector in the Emirate of Abu Dhabi.

By attending this conference you will have the opportunity to network with senior executives in a variety of health care related fields. You will also hear best practices and thought provoking discussions on health care innovations, opportunities for health care financing and investment, strategies for increasing operational efficiency and improving overall organizational performance and workable health care education and training alternatives.

Don't miss the opportunity to be a part of this premier event that focuses on the global practices in health care business, investment, insurance, IT technology, public and population health and chronic disease management and health care research and education.

Topics to be explored include:

- Innovations in Health Care Delivery
- Advancing the Consumer's Role in Health Care
- Building an Accountable Care Organization
- mHealth – Emerging Mobile Health Platforms for Patients and Consumers
- An Employer's Call to Action – Innovative Approaches for Workforce Health, Safety and Well-Being
- Follow the Money: Investments from Venture Capital, Private Equity and Infrastructure in Health Care
- Public and Population Health: Delivering in the 21st Century

We hope you will join us at this unique leadership event in Abu Dhabi, UAE and let us show you the famous Middle Eastern hospitality.

Sincerely,



Zaid Al Siksek
Chief Executive Officer
Health Authority
Abu Dhabi, United Arab Emirates



MAXIMIZE YOUR NETWORKING

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If you are interested in Sponsorship and Executive Networking opportunities, please contact **Ron Trznadel at 781-939-2432 or ron.trznadel@worldcongress.com**

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Benefit from one-on-one meetings, corporate branding and relationship building by participating as an active corporate supporter and sponsor. World Congress offers various levels of support and sponsorship opportunities at the event including but not limited to:

Platinum, Gold, and Silver Event Sponsorship • Educational Sponsorship
Tabletop Exhibits • Executive Networking Opportunities

THE WORLD HEALTH CARE CONGRESS WOULD LIKE TO THANK OUR SOVEREIGN PARTNERS:

هيئة الصحة - أبوظبي
HEALTH AUTHORITY - ABU DHABI



The Health System of the Emirate of Abu Dhabi is comprehensive, encompassing the full spectrum of health services and is accessible to all residents of Abu Dhabi. The

system is driven towards excellence through continuous improvement, and monitored for achievement of targets. Providers of health services are independent, predominately private and follow highest international quality standards. The system is financed through mandatory health insurance.

هيئة أبوظبي للسياحة
ABU DHABI TOURISM AUTHORITY



Abu Dhabi Tourism Authority (ADTA) has wide ranging responsibilities for managing and assisting the development of the emirate's tourism industry and the marketing

and promotion of the emirate as a world-class destination of distinction. Its responsibilities include; destination marketing; infrastructure and product development and regulation and classification. A key role is to create synergy in the international promotion of Abu Dhabi through close co-ordination with the emirate's hotels, destination management companies, airlines and other public and private sector travel-related organizations.

SUPPORTING PARTNERS



AGENDA AT-A-GLANCE

SUNDAY, 05 DECEMBER 2010: KEYNOTE SESSIONS – AM

09:00 AM – 09:45 AM	<i>Opening Ceremony</i> Crown Prince, H.H. General Sheikh Mohammed bin Zayed Al Nahyan
09:45 AM – 10:30 AM	Keynote Panel 1: The Health Ministers Summit – Perspectives from Around the Globe Honorable Dr. Joseph Cassar, Minister of Health, Malta
10:30 AM – 11:15 AM	Keynote Panel 2: Delivering Sustainable Health Care Suhail Al Ansari , Associate Director, Mubadala Healthcare , Abu Dhabi, United Arab Emirates Michael J. Barber , Vice President, healthymagination , GE, Waukesha, Wisconsin, United States of America G. Steven Burrill , Chief Executive Officer, Burrill & Company , San Francisco, California, United States of America Jason Cheah, MD , Chief Executive Officer, Agency for Integrated Care , Singapore Walid Fitahi, MD , Chief Executive Officer, International Medical Centre , Jeddah, Kingdom of Saudi Arabia
11:15 AM – 11:30 AM	<i>Refreshment Break in Executive Networking Lounge</i>

THE WORLD HEALTH CARE MIDDLE EAST INNOVATION SUMMIT

11:30 AM – 12:15 PM	Innovations in Global Health Care Reform Zaid Al Siksek , Chief Executive Officer, Health Authority – Abu Dhabi (HAAD) , Abu Dhabi, United Arab Emirates Philipp Vetter, MD , Head of Strategy, Health Authority – Abu Dhabi (HAAD) , Abu Dhabi, United Arab Emirates
12:20 PM – 13:05 PM	Innovations in Health Insurance, Investment and Financing Michael Bitzer, MD , Chief Executive Officer, DAMAN National Health Insurance Company , Abu Dhabi, United Arab Emirates Tsung-Mei Cheng , Executive Editor, International Forum , Princeton University ; Adviser, China Health Economics Institute , Princeton, New Jersey, United States of America Finn Goldner, MD , Director, Health System Financing, Health Authority – Abu Dhabi (HAAD) , Abu Dhabi, United Arab Emirates David Green , Social Entrepreneur, Founder, Project Impact , United States of America
13:05 PM – 14:05 PM	<i>Luncheon in Executive Networking Lounge</i>
14:05 PM – 14:50 PM	Innovations in Health Care Delivery Dr. Zakiuddin Ahmed , National Coordinator, Federal Ministry of E-Health , Pakistan Krishna Reddy, MD , Chief Executive Office, Care Group of Hospitals , Hyderabad, India Preetha Reddy, MD , Managing Director, Apollo Hospital Group , Chennai, India Carl V. Stanifer , Chief Executive Officer, Abu Dhabi Health Services Company (SEHA) , Abu Dhabi, United Arab Emirates
14:55 PM – 15:40 PM	Innovations in Health Care Education and Training Mervat Abdelhak PhD, RHIA, FAHIMA , Department Chair and Associate Professor, School of Health and Rehabilitation Sciences, University of Pittsburgh , Pennsylvania, United States of America Bakheet M. B. Aldosari, PhD (HIM) , Assistant Professor & Chairman, Department of Health Informatics, College of Public Health & Health Informatics, King Saud bin Abdulaziz University for Health Sciences , Riyadh, Kingdom of Saudi Arabia Naomi Fried, PhD , Chief Innovation Officer, Children's Hospital , Boston, Massachusetts, United States of America Lesley Pocock , Publisher and Managing Director, medi+WORLD International , Sherbrooke, Australia
15:45 PM – 16:30 PM	Innovations in Health Care Research Sultan Al Sedairy, PhD , Executive Director, Research Centre, King Faisal Specialist Hospital and Research Centre , Riyadh, Kingdom of Saudi Arabia Una Ryan, MD , Chief Executive Officer and President, Diagnosis for All , United States of America
16:30 PM – 17:00 PM	<i>Refreshment Break in Executive Networking Lounge</i>
17:00 PM – 17:45 PM	Innovations in Health Care Call Centers Balaji Utlia, PhD , Chief Executive Officer, HMRI 104 , India

SUNDAY, 05 DECEMBER 2010: KEYNOTE SESSIONS – PM

17:50 PM – 18:30 PM	Keynote Panel 3: Innovations in Chronic Disease Management Maha Barakat, MD , Medical Director, Imperial College London Diabetes Centre , Abu Dhabi, United Arab Emirates Oliver Harrison, MD , Director, Public Health & Policy, Health Authority – Abu Dhabi (HAAD) , Abu Dhabi, United Arab Emirates
18:30 PM – 19:30 PM	<i>Reception in Executive Networking Lounge</i>

MONDAY, 06 DECEMBER 2010: PHYSICIAN CME BREAKFAST SESSIONS

07:30 AM – 08:10 AM	Understanding and Winning the Imaging Arm's Race Raymond Sze, MD , Division Chief, Diagnostic Imaging and Radiology, Principal Investigator, Children's Research Institute (CRI) , Center for Cancer and Immunology Research (CCIR), Children's National Medical Center , Washington, District of Columbia, United States of America
08:15 AM – 08:55 AM	Using Tomorrow's Surgical Technology Today Craig Peters, MD , Urologic Pediatric Surgeon, Children's National Medical Center , Washington, District of Columbia, United States of America

MONDAY, 06 DECEMBER 2010: KEYNOTE SESSIONS – AM

09:00 AM – 09:55 AM	Keynote Panel 4: The Future of Healthcare Reform and Its Global Implications Herbert Pardes, MD , President and CEO, New York-Presbyterian , New York, United States of America Michael Reid , Director General, Queensland Health , Brisbane, Australia Uwe Reinhardt, PhD , Professor of Economics & Public Affairs, Princeton University , New Jersey, United States of America
10:00 AM – 11:00 AM	Keynote Panel 5: Health Care in the Gulf Cooperative Council (GCC) Regions
11:00 AM – 11:30 AM	<i>Refreshment Break in Executive Networking Lounge</i>
11:30 AM – 12:30 PM	Keynote Panel 6: Advancing the Consumer's Roles in Health Care Lodewijk Bos , President, International Council on Medical & Care Compunetics (ICMCC) , The Netherlands Cathy Easter , President and Chief Executive Officer, Methodist International , Houston, Texas, United States of America
12:30 PM – 13:30 PM	<i>Luncheon in Executive Networking Lounge</i>
13:15 PM – 14:15 PM	<div> "Innovations To Watch" Demonstration for Potential Investors </div> <div> 13:30 PM – 14:15 PM MARKET INSIGHTS 1. The Insurer's Perspective 2. The Pharmaceutical Perspective </div> <div> 3. The Technology Perspective 4. The Safety and Quality Perspective </div>

14:15 PM – 16:10 PM: CO-LOCATED EXECUTIVE SUMMITS (choose 1 of the 7)						
1 Emerging Health Care Business Models	2 Hospital/Health Systems	3 Health Care IT	4 Health Technology & Interoperability	5 Health Care Investment, Financing and Insurance	6 Public and Population Health	7 Education for Health Care Professionals
14:15 – 15:10 PM						
Predictive, Preventive and Personalized Medicine	Business Intelligence in Health Care	One Patient, One Record	mHealth – Emerging Mobile Health Platforms for Patients and Consumers	How to Build Up Regulatory Powers	Health 1 – Measurement in the 21st Century	Career Paths and Advancement
15:15 – 16:10 PM						
Medical Homes	Organizational Transformation from the Inside Out	Consumer Engagement – Integrated Personal Health Records (PHR) for Patient and Family-Centered Care	Successful eHealth Implementation	How to Manage Successful Public-Private Partnerships (PPPs)	Health 2 – Technology in the 21st Century	Global Continuing Medical Education Models
16:10 PM – 16:30 PM	Refreshment Break in Executive Networking Lounge					
MONDAY, 06 DECEMBER 2010: KEYNOTE SESSIONS – PM						
16:30 PM – 17:25 PM	Keynote Panel 7: The Redesign of High Performance Health Care Jan de Witte, President and Chief Executive Officer, Global Performance Solutions, GE Healthcare , Buc, France Herbert Pardes, MD, President and Chief Executive Officer, New York-Presbyterian , New York, United States of America Uwe Reinhardt, PhD, Professor of Economics & Public Affairs, Princeton University , New Jersey, United States of America					
17:25 PM – 18:30 PM	Keynote Panel 8: Precision Medicine Bernard Algayres, MD, General Manager, eHealth, GE Healthcare IT , Buc, France Kurt Newman, MD, Executive Director, Center for Surgical Care, Children’s National Medical Center , Washington, District of Columbia, United States of America					
18:30 PM – 19:30 PM	Reception in Executive Networking Lounge					
TUESDAY, 07 DECEMBER 2010: KEYNOTE SESSIONS – AM						
09:00 AM – 09:55 AM	Keynote Panel 9: Transforming Health Care Now in the Developed and Developing Worlds Vishal Bali, Chief Executive Officer, Fortis Hospitals Limited , Bangalore, India Mohan Chellappa, MD, President, Global Ventures, Johns Hopkins Medicine International , Baltimore, Maryland, United States of America Semih Sen, Advisor, Mubadala Healthcare , Abu Dhabi, United Arab Emirates Simon Stevens, President, Global Health, UnitedHealth Group , Minneapolis, Minnesota, United States of America					
10:00 AM – 11:00 AM	Keynote Panel 10: Health Care and the Media Prem Jagyasi, MD, Chief Executive Officer, ExHealth , Dubai Healthcare City; Chief Strategy Officer, Medical Tourism Association , USA, Dubai, United Arab Emirates					
11:00 AM – 11:30 AM	Refreshment Break in Executive Networking Lounge					
11:30 AM – 12:30 AM	Keynote Panel 11: Public Reporting – Achieving Health Improvements through Quality Reporting Professor the Lord Ara Darzi of Denham, KBE, Professor of Surgery, Oncology, Reproductive Biology and Anesthetics, Imperial College London ; former Parliamentary Under-Secretary of State, Department of Health , United Kingdom					
12:30 PM – 13:30 PM	Luncheon in Executive Networking Lounge					
13:30 PM – 15:30 PM: CO-LOCATED EXECUTIVE SUMMITS (Choose 1 of 7)						
8 Emerging Health Care Business Models	9 Hospital/Health Systems	10 Health Care IT	11 Health Technology & Interoperability	12 Health Care Investment, Financing and Insurance	13 Public and Population Health	14 Hospital Bed and Physician Demand Analysis
13:30 – 14:25 PM						
The Emerging Hospital Business Model for a New Value Proposition	Healthcare in the Decade Ahead	Remote Patient Monitoring to Achieve Improved Engagement and to Reduce Costs	eHealth Solutions to Optimize Cost and Sustain Health Care	How to Attract Private Sector Investment	Health 3 – Delivering in the 21st Century	Hospital Bed Needs vs. Reality
14:30 – 15:30 PM						
An Employer’s Call to Action – Innovative Approaches for Workforce Health, Safety & Well-Being	Building an Accountable Care Organization (ACO)	Health Plan IT Initiatives	Health Technology Assessment	Follow the Money: Investments from Venture Capital, Private Equity and Infrastructure in Health Care	Health 4 – Program Design in the 21st Century	Physician Demand Analysis
15:30 PM – 16:00 PM	Refreshment Break in Executive Networking Lounge					
TUESDAY, 07 DECEMBER 2010: KEYNOTE SESSIONS – PM						
16:00 PM – 16:55 PM	Keynote Panel 12: Game Changing Business Models in Health Care Marc Choufani, Senior Manager, Mubadala Healthcare , Abu Dhabi, United Arab Emirates Oliver Harrison, MD, Director, Public Health & Policy, Health Authority – Abu Dhabi (HAAD) , Abu Dhabi, United Arab Emirates					
17:00 PM – 18:00 PM	Closing Keynote Address: Abu Dhabi NCD Development Program: The Abu Dhabi Roadmap Representative of Abu Dhabi NCD Development Program Advisory Committee					
18:00 PM	Congress Adjourns					



SUNDAY, 05 DECEMBER 2010: KEYNOTE SESSIONS – AM

09:00 AM – 09:45 AM

Opening Ceremony

Crown Prince, H.H. General Sheikh Mohammed bin Zayed Al Nahyan

09:45 AM – 10:30 AM

Keynote Panel 1: The Health Ministers Summit – Perspectives from Around the Globe

- International strategies to create sustainable health systems with increasing cost pressures and demographic changes
- Overcoming the challenges of universal access to health care, fulfill patient expectations and improve health care quality



Honorable Dr. Joseph Cassar
Minister of Health
Malta

10:30 AM – 11:15 AM

Keynote Panel 2: Delivering Sustainable Health Care

- International models for the sustainable delivery of health care in an era of economic uncertainty and increasing cost pressures
- Redirect attention to the human contribution to sustainable health care
- Demonstrate the need for sustainable health care delivery



Suhail Al Ansari
Associate Director
Mubadala Healthcare
Abu Dhabi, United Arab Emirates



Michael J. Barber
Vice President, healthymagination
GE
Waukesha, Wisconsin, United States of America



G. Steven Burrill
Chief Executive Officer
Burrill & Company
San Francisco, California, United States of America



Jason Cheah, MD
Chief Executive Officer
Agency for Integrated Care
Singapore



Walid Fitahi, MD
Chief Executive Officer
International Medical Centre
Jeddah, Kingdom of Saudi Arabia

11:15 AM – 11:30 AM

Refreshment Break in Executive Networking Lounge

THE WORLD HEALTH CARE MIDDLE EAST INNOVATION SUMMIT

11:30 AM – 12:15 PM

Innovations in Global Health Care Reform

- Creating new models for improved health plan and health system collaboration
- Innovative approaches on how health care reform can improve the quality of care patients receive
- Global approaches to health reform



Zaid Al Siksek
Chief Executive Officer
Health Authority – Abu Dhabi (HAAD)
Abu Dhabi, United Arab Emirates



Philipp Vetter, MD
Head of Strategy
Health Authority – Abu Dhabi (HAAD)
Abu Dhabi, United Arab Emirates

12:20 PM – 13:05 PM

Innovations in Health Insurance, Investment and Financing

- How 'third world' countries are leapfrogging the developed world
- Identify emerging health care financing models
- Innovative health insurance plans
- Investing in health infrastructure

Moderator:



Finn Goldner, MD
Acting Director, Corporate Performance & Operations
Health Authority – Abu Dhabi (HAAD)
Abu Dhabi, United Arab Emirates



Michael Bitzer, MD
Chief Executive Officer
DAMAN National Health Insurance Company
Abu Dhabi, United Arab Emirates



Tsung-Mei Cheng
Executive Editor, International Forum, Princeton University
Adviser, China Health Economics Institute
Princeton, New Jersey, United States of America



David Green
Social Entrepreneur, Founder
Project Impact
United States of America

13:05 PM – 14:05 PM

Luncheon in Executive Networking Lounge

14:05 PM – 14:50 PM

Innovations in Health Care Delivery

- Identifying and implementing comprehensive solutions to help improve the quality, accessibility and affordability of health care across the globe
- Strategies to improve quality, satisfaction and effectiveness by redesigning and reengineering the delivery of care
- Exploring ways to effectively and efficiently foster innovation within the care setting



Dr. Zakiuddin Ahmed
National Coordinator
Federal Ministry of E-Health
Pakistan



Krishna Reddy, MD
Chief Executive Office
Care Group of Hospitals
Hyderabad, India



Preetha Reddy, MD
Managing Director
Apollo Hospital Group
Chennai, India



Carl V. Stanifer
Chief Executive Officer
Abu Dhabi Health Services Company (SEHA)
Abu Dhabi, United Arab Emirates



14:55 PM – 15:40 PM

Innovations in Health Care Education and Training

- Developing strategies for leading change in institutions involved in the education of healthcare professionals
- Providing flexible learning platforms to support teaching, learning and workforce development



Mervat Abdelhak PhD, RHIA, FAHIMA
Department Chair and Associate Professor
School of Health and Rehabilitation Sciences, University of Pittsburgh
Pennsylvania, United States of America



Bakheet M. B. Aldosari, PhD (HIM)
Assistant Professor & Chairman, Department of Health Informatics, College of Public Health & Health Informatics
King Saud bin Abdulaziz University for Health Sciences
Riyadh, Kingdom of Saudi Arabia



Naomi Fried, PhD
Chief Innovation Officer
Children's Hospital
Boston, Massachusetts, United States of America



Lesley Pocock
Publisher and Managing Director
medi+WORLD International
Sherbrooke, Australia

15:45 PM – 16:30 PM

Innovations in Health Care Research

- The role of academia in restructuring organizations so that discoveries, innovations and inventions are received with independent practices
- How academic health science centers have been recognized as key for innovation and how the models are now being recognized on an international level



Sultan Al Sedairy, PhD
Executive Director, Research Centre
King Faisal Specialist Hospital and Research Centre
Riyadh, Kingdom of Saudi Arabia



Una Ryan, MD
Chief Executive Officer and President
Diagnosis for All
United States of America

16:30 PM – 17:00 PM

Refreshment Break in Executive Networking Lounge

17:00 PM – 17:45 PM

Innovations in Health Care Call Centers

- How two thirds of patients are avoiding unnecessary costly doctor visits saving time and money
- Comparative benefits of private, public and subscription models
- Encouraging medical professionals to embrace and promote health care call centers
- Regulatory restrictions to health call center expansions



Balaji Utla, PhD
Chief Executive Officer
HMRI 104
India

SUNDAY, 05 DECEMBER 2010: KEYNOTE SESSIONS – PM

17:50 PM – 18:30 PM

Keynote Panel 3: Innovations in Chronic Disease Management

- Innovative approaches to prevention and initiatives to improve health status and well-being while decreasing chronic care expenditures
- How technology can help innovate delivery of care for populations of patients
- Novel medical, pharmacy and behavioral health care solutions for managing chronic illnesses



Maha Barakat, MD
Medical Director
Imperial College London Diabetes Centre
Abu Dhabi, United Arab Emirates



Oliver Harrison, MD
Director, Public Health & Policy
Health Authority – Abu Dhabi (HAAD)
Abu Dhabi, United Arab Emirates

18:30 PM – 19:30 PM

Reception in Executive Networking Lounge

MONDAY, 06 DECEMBER 2010: PHYSICIAN CME BREAKFAST SESSIONS

07:30 AM – 08:10 AM

Understanding and Winning the Imaging Arm's Race



Raymond Sze, MD
Division Chief, Diagnostic Imaging and Radiology, Principal Investigator, Children's Research Institute (CRI), Center for Cancer and Immunology Research (CCIR)
Children's National Medical Center
Washington, District of Columbia, United States of America

08:15 AM – 08:55 AM

Using Tomorrow's Surgical Technology Today



Craig Peters, MD
Urologic Pediatric Surgeon
Children's National Medical Center
Washington, District of Columbia, United States of America

Who Should Attend

Hospital and Health System:

- **C-Suite Executives including:** CEO, CIO, CFO, CMO, CCO, CSO, CMIO, Chief Quality Officer
- **EVP/SVP/VP/Directors:** Patient Safety, Quality, Compliance, Innovation, IT, Medical Directors

Investment and Venture Capital Firms:

- **C-Suite Executives including:** Institutional Investors, Venture Capitalists, Sophisticated Private Investors, Industry Executives, Business Development and Partnering Executives, Private Equity Firms

Health Plan and Payer Organizations:

- **C-Suite Executives including:** CEO, CIO, CFO, CMO, CCO, CSO, CMIO
- **EVP/SVP/VP/Directors:** Member Retention, Disease Management, Provider Relations, Medical Directors

Pharmaceutical/Biotech and Medical Device:

- **C-Suite Executives including:** CEOs, Chief Medical Officers, Strategy, Innovation and Marketing Officers
- **EVP/SVP/VP/Directors of:** Evidence-Based Medicine, Branding, Licensing, Business Development, Medication Safety and Product Managers

Employer Organizations and Public Purchasers:

- **C-Suite Executives including:** Chief Executive Officers, Chief Financial Officers, Chief Human Resource Officers, Chief People Officers, Corporate Medical Directors & Employer Coalition Executives
- **Heads, Vice Presidents and Directors of:** Benefits, Human Resources, Compensation, Disabilities Management, Corporate Health & Wellness, Disease Management, Total Rewards and Incentives, Risk Management, Health and Welfare



MONDAY, 06 DECEMBER 2010: KEYNOTE SESSIONS – AM

09:00 AM – 09:55 AM

Keynote Panel 4: The Future of Health Care Reform and Its Global Implications

- Weighing the possibilities and challenges ahead for implementation of health care reform
- The implications of health care reform for diverse populations
- Expert insights on how much health reform with cost



Herbert Pardes, MD
President and CEO
New York-Presbyterian
New York, United States of America



Michael Reid
Director General
Queensland Health
Brisbane, Australia



Uwe Reinhardt, PhD
Professor of Economics & Public Affairs
Princeton University
New Jersey, United States of America

10:00 AM – 11:00 AM

Keynote Panel 5: Health Care in the Gulf Cooperative Council (GCC) Regions

- Case studies from leading health care providers in the Arabian Gulf region
- Regional strategies for providing quality healthcare to multi national and multi cultural populations

11:00 AM – 11:30 AM

Refreshment Break in Executive Networking Lounge

11:30 AM – 12:30 PM

Keynote Panel 6: Advancing the Consumer's Roles in Health Care

- Enhancing the role of the consumer – Identifying effective and appropriate incentives for consumer engagement
- How a consumer driven system can deliver affordable, high-quality care while reducing costs
- Listening to the voice of the consumer to understand customers' (dis)satisfaction levers



Lodewijk Bos
President
International Council on Medical & Care Compunetics (ICMCC)
The Netherlands



Cathy Easter
President and Chief Executive Officer
Methodist International
Houston, Texas, United States of America

12:30 PM – 13:30 PM

Luncheon in Executive Networking Lounge

13:15 PM – 14:15 PM

"Innovations To Watch" Demo Session

The "Innovations to Watch" demonstrations at the World Health Care Congress Middle East is a premier opportunity for entrepreneurs and companies with new products to make a 5-minute presentation to potential investors and partners, health care executives and media. The World Health Care Congress will select the top submissions for participation.



13:30 PM – 14:15 PM

MARKET INSIGHTS

1. The Insurer's Perspective
2. The Pharmaceutical Perspective
3. The Technology Perspective
4. The Safety and Quality Perspective

14:15 PM – 16:10 PM: CO-LOCATED EXECUTIVE SUMMITS (choose 1 of the 7)

1 Emerging Health Care Business Models

14:15 – 15:10 PM

Predictive, Preventive and Personalized Medicine

- Creating a framework for personalized patient models for predictive health care of the future
- New challenges linked to the development of personalized medicine
- The importance of partnerships with the pharmaceutical industry



G. Steven Burrill
Chief Executive Officer
Burrill & Company
San Francisco, California, United States of America



Eric Hoffman, PhD
Center Director, Center for Genetic Medicine Research, James Clark Chair in Molecular Genetics, Children's Research Institute (CRI), Center for Genetic Medicine Research (CGMR), **Children's National Medical Center**
Washington, District of Columbia, United States of America

15:15 – 16:10 PM

Medical Homes

- Developing patient-provider connections for improved compliance, health literacy and development of an effective medical home
- Case studies of integrating value-based benefit design elements with the medical home
- Practice transformation strategies to launch a medical home
- Key characteristics of a provider practice to effectively carry out a medical home

2 Hospital/Health Systems

14:15 – 15:10 PM

Business Intelligence in Health Care

- Determine how to leverage organizational data for the decision making process
- Learn how the implementation of real-time executive dashboards and alerts can lead to a reduction in costs, billing errors and increase efficiency in hospitals and healthcare systems



Ali Al Sanousi, MD
Medical Informatics Consultant
King Faisal Specialist Hospital and Research Centre
Riyadh, Kingdom of Saudi Arabia



Marc McPhee, MD
Chief Operating Officer
Cleveland Clinic
Abu Dhabi, United Arab Emirates

15:15 – 16:10 PM

Organizational Transformation from the Inside Out

- Defining a more comprehensive measure of health care delivery performance
- Developing and implementing a sound strategy for providing effective care that appeals to patients and focuses on controlling costs
- Explore the impact of various operational improvement strategies



Peter R. Holbrook, MD
Chief Medical Officer
Children's National Medical Center
Washington, District of Columbia, United States of America



14:15 PM – 16:10 PM: CO-LOCATED EXECUTIVE SUMMITS (choose 1 of the 7) *continued*

3 Health Care IT

14:15 – 15:10 PM

One Patient, One Record

- Developing an electronic health record (EHR) that can be accessed by healthcare providers and patients which will lead to improved health outcomes
- IT innovations that lead to EHR adoption while ensuring security and protect patient health information



Mark Dietz, RHIA

Healthcare Management Consultant

AHIMA Board of Directors

Golden Valley, Minnesota, United States of America

15:15 – 16:10 PM

Consumer Engagement – Integrated Personal Health Records (PHR) for Patient and Family-Centered Care

- Designing a PHR to improve clinical, financial and administrative outcomes
- How PHRs improve consumer decision making and patient engagement
- Online disease management – Tools for patients and caregivers to connect



Mohammad Al Ubaydli, MD

Chief Executive Officer

Patients Know Best

Cambridge, United Kingdom

4 Health Technology & Interoperability

14:15 – 15:10 PM

mHealth – Emerging Mobile Health Platforms for Patients and Consumers

- Maximizing the impact of mHealth on improving health across the developed and developing world
- Current status of new mobile phone applications in health care
- New communication patterns and progress on communication-based disease management and consumer health developments



Stephanie L. Reel

Vice Provost for Information Technology and Chief Information Officer

The Johns Hopkins University

Baltimore, Maryland, United States of America

15:15 – 16:10 PM

Successful eHealth Implementation

- Implementing an eHealth program to reduce on-site staffing needs, patient travel and overall healthcare costs
- Identify key clinical, administrative and technical design and support elements for implementing a successful eHealth program
- Defining metrics and benchmarks to measure the success of your eHealth program



Dr. Zakiuddin Ahmed

National Coordinator

Federal Ministry of E-Health

Pakistan



Frank Lievens

Board Member, Secretary/Treasurer

ISfTeH (International Society for Telemedicine and eHealth)

Belgium

5 Health Care Investment, Financing and Insurance

14:15 – 15:10 PM

How to Build Up Regulatory Powers

- Establishing a science-based regulatory system
- Implementation of regulatory policies that achieve social goals



Finn Goldner, MD

Director, Health System Financing

Health Authority – Abu Dhabi (HAAD)

Abu Dhabi, United Arab Emirates

15:15 – 16:10 PM

How to Manage Successful Public-Private Partnerships (PPPs)

- Strategies to address cost and investment challenges, deliver improvements in efficiency and enhance quality in health care
- Leveraging partnerships and collaboration with the private sector to address challenges governments face in health care
- Identifying the risk and opportunity with new public-private hybrids that go beyond traditional public-service privatization



Sangita Reddy

Managing Director, Apollo Health Street Limited, Executive Director

Apollo Hospitals Group

Hyderabad, India

6 Public and Population Health

14:15 – 15:10 PM

Health 1 – Measurement in the 21st Century

- Introduction of WEQAYA National Screening Program – Abu Dhabi Model
- Identifying opportunities for population health strategies to address costly chronic conditions
- Insight into the monitoring and evaluation of various disease management programs



Maha Barakat, MD

Medical Director

Imperial College London Diabetes Centre

Abu Dhabi, United Arab Emirates



Cother Hajat, MD

Section Head, Public Programs, Public Health and Policy

Health Authority-Abu Dhabi (HAAD)

United Arab Emirates

15:15 – 16:10 PM

Health 2 – Technology in the 21st Century

- Innovative approaches to prevention and initiatives to improve health status and well-being while decreasing costs
- Efforts to devise new treatments, create new drugs and improve people's health and well-being



Prof. Jianqin Sun

Clinical Nutrition Center

Huadong Hospital, Fudan University

Shanghai, China

7 Education for Health Care Professionals

14:15 – 15:10 PM

Career Paths and Advancement

- Explore a new career in healthcare or move up the healthcare ladder
- Examine key development steps for various points along the career path
- Investigate health care graduate and specialized studies



Mervat Abdelhak PhD, RHIA, FAHIMA

Department Chair and Associate Professor

School of Health and Rehabilitation

Sciences, University of Pittsburgh

Pennsylvania, United States of America



Bakheet M. B. Aldosari, PhD (HIM)

Assistant Professor & Chairman, Department of

Health Informatics, College of Public Health &

Health Informatics, **King Saud bin Abdulaziz**

University for Health Sciences

Riyadh, Kingdom of Saudi Arabia



Tim Smart

Chief Executive Officer

King's College Hospital NHS Foundation Trust

United Kingdom

15:15 – 16:10 PM

Global Continuing Medical Education Models

- Examining international models and trends in continuing medical education
- Evaluate allied health education availability
- Distance learning courses for healthcare professionals



Heitham Hassoun, MD

Medical Director

Methodist International

Houston, Texas, United States of America



Lesley Pocock

Publisher and Managing Director

medi+WORLD International

Sherbrooke, Australia



Steven J. Thompson

Senior Vice President

Johns Hopkins Medicine

United States of America



16:10 PM – 16:30 PM

Refreshment Break in Executive Networking Lounge

MONDAY, 06 DECEMBER 2010: KEYNOTE SESSIONS – PM

16:30 PM – 17:25 PM

Keynote Panel 7: The Redesign of High Performance Health Care

- Provider perspectives on the critical components of a high performing system to achieve access, quality and efficiency
- Identifying the transformation required by health care payers and providers to create a high performing and high reliable delivery system
- Developing an out-comes based care delivery model



Jan de Witte
President and Chief Executive Officer, Global Performance Solutions
GE Healthcare
Buc, France



Uwe Reinhardt, PhD
Professor of Economics & Public Affairs
Princeton University
New Jersey, United States of America



Herbert Pardes, MD
President and Chief Executive Officer
New York-Presbyterian
New York, United States of America

17:25 PM – 18:30 PM

Keynote Panel 8: Precision Medicine

- The role of precision medicine to dramatically reduce health care costs and change outcomes
- Employing precision medicine to deliver on the promise of early diagnosis and personalized care



Bernard Algayres, MD
General Manager, eHealth
GE Healthcare IT
Buc, France



Kurt Newman, MD
Executive Director, Center for Surgical Care
Children's National Medical Center
Washington, District of Columbia, United States of America

18:30 PM – 19:30 PM

Reception in Executive Networking Lounge

TUESDAY, 07 DECEMBER 2010: KEYNOTE SESSIONS – AM

09:00 AM – 09:55 AM

Keynote Panel 9: Transforming Health Care Now in the Developed and Developing Worlds

- International strategies to create sustainable health systems in an era of uncertainty and increasing cost pressures
- "East meets West" – adaptive delivery models for efficient healthcare
- Getting the most out of collaborative partnerships



Vishal Bali
Chief Executive Officer
Fortis Hospitals Limited
Bangalore, India



Semih Sen
Advisor
Mubadala Healthcare
Abu Dhabi, United Arab Emirates



Mohan Chellappa, MD
President, Global Ventures
Johns Hopkins Medicine International
Baltimore, Maryland, United States of America



Simon Stevens
President, Global Health
UnitedHealth Group
Minneapolis, Minnesota, United States of America

10:00 AM – 11:00 AM

Keynote Panel 10: Health Care and the Media

- Integrating social media and traditional media
- Understand the possibilities of social media and their impact on healthcare
- Use social media tools to help listen to and respond to customers
- Engage in conversations about wellness, community health, and policy issues



Prem Jagyasi
MD & CEO, **ExHealth, Dubai Healthcare City**;
Chief Strategy Officer, **Medical Tourism Association**
United States of America, Dubai, United Arab Emirates

11:00 AM – 11:30 AM

Refreshment Break in Executive Networking Lounge

11:30 AM – 12:30 AM

Keynote Panel 11: Public Reporting – Achieving Health Improvements through Quality Reporting

- Setting coherent policies that drive health systems to high performance
- Creating a focused strategy and quality outcomes framework to transform patient experience and quality of care
- Insight into the need to focus competition on quality and efficiency and provide information to stimulate health improvement and innovation



Professor the Lord Ara Darzi of Denham, KBE
Professor of Surgery, Oncology, Reproductive Biology and Anesthetics, **Imperial College London**; former Parliamentary Under-Secretary of State, **Department of Health**
United Kingdom

12:30 PM – 13:30 PM

Luncheon in Executive Networking Lounge



13:30 PM – 15:30 PM: CO-LOCATED EXECUTIVE SUMMITS (Choose 1 of 7)

8 Emerging Health Care Business Models

13:30 – 14:25 PM

The Emerging Hospital Business Model for a New Value Proposition

- Analysis of conflicting business models and value propositions of hospitals: Diagnostic activities versus efficient delivery of specific procedures
- Challenges to the new business model in health care
- Defining value-adding process to produce high quality outcomes at a lower cost



Cathy Easter

President and Chief Executive Officer

Methodist International

Houston, Texas, United States of America

14:30 – 15:30 PM

An Employer's Call to Action – Innovative Approaches for Workforce Health, Safety & Well-Being

- Identifying opportunities for population health strategies to address costly chronic conditions
- Partnering with employer groups to develop prevention programs
- Limitations of mandating wellness in the workplace
- Strategies to build a culture of health through employee health support

9 Hospital/Health Systems

13:30 – 14:25 PM

Healthcare in the Decade Ahead

- Impact of consumerism, genomics and the Internet on health care
- The shift from reactive medicine to prevention and cure
- Where is healthcare heading and how will it affect health systems



Simon Leary

Partner, Middle East Health Industries Leader & Government Sector Advisory

PricewaterhouseCoopers

Dubai, United Arab Emirates

14:30 – 15:30 PM

Building an Accountable Care Organization (ACO)

- Strategies to build practice improvement among providers in an ACO
- New payment models and financial incentives to support an integrated practice
- Contracting strategies to align incentives and patient care coordination

10 Health Care IT

13:30 – 14:25 PM

Remote Patient Monitoring to Achieve Improved Engagement and to Reduce Costs

- Identifying the right patient population for remote monitoring and the most effective forms of engagement
- Strategies for physician/payer collaboration to improve costs and outcomes
- Developing a remote patient monitoring program to ensure proper coverage of your ICU, ER and other departments, meet staffing shortages and improve overall patient care



Krishna Reddy, MD

Chief Executive Office

Care Group of Hospitals

Hyderabad, India

14:30 – 15:30 PM

Health Plan IT Initiatives

- Case studies from leading health plans on how they are positioning for short and long-term success



Tsung-Mei Cheng

Executive Editor, International Forum, **Princeton University**;

Adviser, **China Health Economics Institute**

Princeton, New Jersey, United States of America

11 Health Technology & Interoperability

13:30 – 14:25 PM

eHealth Solutions to Optimize Cost and Sustain Health Care

- Proven eHealth strategies to ensure the most appropriate and effective approaches to improve patient care
- Quantifying economic and clinical gains of IT innovation
- Solutions to achieve acceptance of eHealth among patients and consumers



Charles Safran, MD

Associate Professor of Medicine

Beth Israel Deaconess Medical Center, Division of Clinical Informatics

Boston, Massachusetts, United States of America

14:30 – 15:30 PM

Health Technology Assessment

- Successful international models for comparative effectiveness, evidence and best practices used in developed health systems
- Assess the efficiency of new pharmaceutical and medical device products



Joel J. Nobel, MD

Founder & President Emeritus

ECRI

Plymouth Meeting, Pennsylvania, United States of America



Francis Ruiz

Senior Adviser (Health Economics)

NICE International

London, United Kingdom

Ten things to know about Abu Dhabi

1. In less than 50 years, Abu Dhabi has been transformed from little more than empty desert inhabited by nomadic tribes into a thriving 21st century society.
2. Abu Dhabi is at the heart of one of the world's most rapidly advancing regions. Abu Dhabi city is easily accessible from key European, Asian, African, American and Australian business centres.
3. Abu Dhabi city is the capital of the United Arab Emirates. The wider Abu Dhabi emirate occupies over 80% of the country's total landmass.
4. Unknown to most, Abu Dhabi is archipelagic with nearly 200 islands dotted along its coast – island-hopping is a popular pastime.
5. Abu Dhabi is on its way to becoming a global cultural centre with the creation of the Cultural District on Saadiyat Island. This 27 square kilometre island lying 500 metres offshore the UAE capital is being transformed into a signature cultural, leisure and residential destination. The island will be home to the largest single concentration of premier cultural institutions including the Zayed Nation Museum, the Guggenheim Abu Dhabi, the Louvre Abu Dhabi, a performing arts centre and maritime museum – all designed by award-winning international architects.
6. Emirates Palace is one of the world's most majestic and opulent hotels. Often mistaken as the presidential palace, Emirates Palace is decorated with gold-leaf, marble and hung with almost 1,000 Swarovski crystal chandeliers. Abu Dhabi has an expanding range of other fabulous hotels.
7. Abu Dhabi offers fantastic social activities. Choose from fascinating city tours, desert safaris, visit the Sheikh Zayed bin Sultan Al Nahyan Mosque – the UAE's most imposing religious and national landmark or participate in a range of watersports in Abu Dhabi's warm, calm waters.
8. Visitors can experience an authentic taste of Arabian culture and heritage.
9. Abu Dhabi enjoys a subtropical climate with sunshine almost every day.
10. Abu Dhabi is home to the Formula 1™ Etihad Airways Abu Dhabi Grand Prix on 1 November 2009. This international headline race joins an impressive line-up of world-class events which have enabled the emirate to emerge as a major global events contender. These include the Abu Dhabi Adventure Challenge endurance race, the annual Abu Dhabi Golf Championship, the Gourmet Abu Dhabi gastronomic festival, the Abu Dhabi Desert Challenge rally, the Abu Dhabi Red Bull Air Race and the Al Ain Aerobatics Championship.



13:30 PM – 15:30 PM CO-LOCATED EXECUTIVE SUMMITS (Choose 1 of 7) *continued*

12 Health Care Investment, Financing and Insurance

13:30 – 14:25 PM

How to Attract Private Sector Investment

- Innovative approaches to attract investment in the health care sector
- Incentives for private sector investment
- Assessing the impediments to attracting private-sector investment



Christopher W. Kersey

Managing Member

Camden Partners

Baltimore, Maryland, United States of America

13 Public and Population Health

13:30 – 14:25 PM

Health 3 – Delivering in the 21st Century

- Experts discuss the corporate responsibility and culture to address diet and nutrition concerns around the globe
- Introduction of new, healthier products that support consumer choice and healthier lives
- Strategies and policy issues to improve health and the productivity of populations



Kalipso Chalkidou, MD, PhD

Director

NICE International

London, United Kingdom



Simon Stevens

President, Global Health

UnitedHealth Group

Minneapolis, Minnesota, United States of America

14 Hospital Bed and Physician Demand Analysis

13:30 – 14:25 PM

Hospital Bed Needs vs. Reality

- How many beds and of what type are needed given the current and projected demographic versus what is in place and what is planned in the Gulf Cooperative Council (GCC) Region?

Moderator:



Brian De Francesca

Executive Vice President, **TBS Group**;

Senior Partner, **Capitol Health**

United States of America



Raymond Brower

Vice President

RTKL Associates Inc.

Washington, District of Columbia, United States of America

14:30 – 15:30 PM

Follow the Money: Investments from Venture Capital, Private Equity and Infrastructure in Health Care

- Trends in private equity and venture funding during a recession and post health reform system
- Key attributes of health care business models that are attracting venture capitalists and private equity funding



Debora A. Guthrie

Chief Executive Officer and Managing Partner

Capitol Health

New York, New York, United States of America



John-Michael Lind

Founder & Trustee, **Access Health**

International Foundation;

Chief Executive Officer, **Ashmore Investment**

Advisers (India) Pvt. Ltd

Mumbai, India



Jonathan Seah

Managing Director

Living Ventures

Shanghai, China

14:30 – 15:30 PM

Health 4 – Program Design in the 21st Century

- Development of a health improvement plan accessible to providers and consumers and linking those improvements to value-based provider incentives
- Methods to proactively analyze populations of consumers to improve health status
- Demonstrating how an integrated, systematic health management approach is the first step in improving global health and wellness



Nat Billington

Managing Director

Map of Medicine

London, United Kingdom

14:30 – 15:30 PM

Physician Demand Analysis

- Important considerations in the physician supply-demand
- Forecast models
- What is the “in need” market size for services other than trauma and general care in the Gulf Cooperative Council (GCC) Region?

Moderator:



Brian De Francesca

Executive Vice President, **TBS Group**;

Senior Partner, **Capitol Health**

United States of America



Raymond Brower

Vice President

RTKL Associates Inc.

Washington, District of Columbia, United States of America

15:30 PM – 16:00 PM

Refreshment Break in Executive Networking Lounge

TUESDAY, 07 DECEMBER 2010: KEYNOTE SESSIONS – PM

16:00 PM – 16:55 PM

Keynote Panel 12: Game Changing Business Models in Health Care

- Health care business innovations to improve outcomes, patient experiences and quality of life
- Models that integrate patient experiences and demonstrate value across the spectrum of delivery
- Innovations to achieve sustainable gains in global health care delivery



Marc Choufani

Senior Manager

Mubadala Healthcare

Abu Dhabi, United Arab Emirates



Oliver Harrison, MD

Director, Public Health & Policy

Health Authority – Abu Dhabi (HAAD)

Abu Dhabi, United Arab Emirates

17:00 PM – 18:00 PM

Closing Keynote Address: Abu Dhabi NCD Development Program: The Abu Dhabi Roadmap
Representative of Abu Dhabi NCD Development Program Advisory Committee

18:00 PM

Congress Adjourns

Due to unforeseen circumstances, the program is subject to change and World Congress reserves the right to substitute speakers.

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- Attend the Health Ministers Summit and ascertain how other countries best practices are delivering the improved health care to their populations.
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